

Teton

The Colorful Paper. Teton text and cover paper comes in a dazzling array of colors. Some are notable for their richness and depth. Others, like this page, called "Dust Gold," are soft; still others pulse with brilliant color. With a true felt finish, available in reversible cover and with deckle edge, Teton is the perfect, colorful paper choice for any communication.

Ranunculus also comes in many remarkable colors. To its natural reds and yellows, hybridizers have added white, pink, mauve, maroon, even an exotic pale green. Its history is colorful, too. The first ranunculus were brought to Europe in the Middle Ages by King Louis IX of France. When they died out, other plants were smuggled in from the fabled gardens of Sultan Mohammed IV of

the Ottoman Empire—despite reports the Sultan guarded his ranunculus as jealously as his favorite wives.

Teton. Ranunculus. Fabulous color from nature's palette. And from Simpson's, too.

Simpson



Teton

Teton, the Colorful Paper

With its eighteen colors and two shades of white, Teton is the most colorful paper in the Simpson text and cover collection. Its palette covers the full spectrum, from light to dark, bright to neutral, earthy to pastel. Used with conventional transparent inks, opaque inks or foils, any one shade or a combination of them will create the mood you're seeking.

Color isn't the only reason for Teton's popularity. It is a true machine felt paper, and its mark is exclusive. The finish is pressed into both sides of the wet sheet and held by a special blend of high-strength wood fibers. These fibers are another reason for Teton's popularity—the strength they provide makes it superb for blind embossing, foil stamping and die-cutting, and gives it folding ability comparable to a rag sheet. These fibers also account for Teton's unique ability to hold ink on its surface and produce sharp halftones.

Each of Teton's eighteen glorious colors is stocked in 80 lb. text, 80 lb. cover and 88 lb. reversible cover weights. Tiara, Warm White and Ivory are stocked in 70 and 80 lb. text, and 65 and 80 lb. cover weights.

Simpson

In our range of colors and textures, Simpson Paper Company is THE text and cover company. Thirteen textures, ninety-seven colors, fourteen different whites. Forty-four colors of reversible cover in four different textures, and double-thick white cover in six.

Quality is also a Simpson hallmark. For over seventy-five years we've specialized in supplying

technical, text and other printing papers to the most demanding customers in the business. Today our family of text and cover papers includes some of the finest: Andorra, Corsican, Coronado Opaque SST, Decor, Gainsborough, Kilmory, Starwhite Vicksburg, Sundance, Talisman, Teton and Torino.

But at Simpson we've done more than just add new text and cover papers; we've improved the distribution and service that accompany them. Simpson now has a mill at Miquon, Pennsylvania, where we manufacture, warehouse and distribute text and cover papers in the East. Add that to our mills in Michigan and California which serve the Midwest and the West, and you've got national distribution and service. Quality. Service. Text and Cover. That's Simpson.

Production Notes

The ranunculus flower is printed in three colors on a 28" x 40" Heidelberg two-color offset press using opaque inks.

Stock: Simpson Teton 80 lb. text Dust Gold.

Inks: opaque green Inmont ink #10369, opaque orange Inmont ink #10165, opaque yellow Inmont ink #10116.

Ranunculus is one in a series of flowers from Simpson Paper, designed to perforate out of this publication. By trimming the top 3" you have an 8" x 8 $\frac{3}{8}$ " print suitable for framing. For the full series, contact your Simpson Paper merchant.

Simpson Paper Company

One Post Street, San Francisco, California 94104

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